NOVEMBER 4, 1985

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CableVision

THE NEWS AND FEATURES WEEKLY OF THE CABLE TELEVISION INDUSTRY

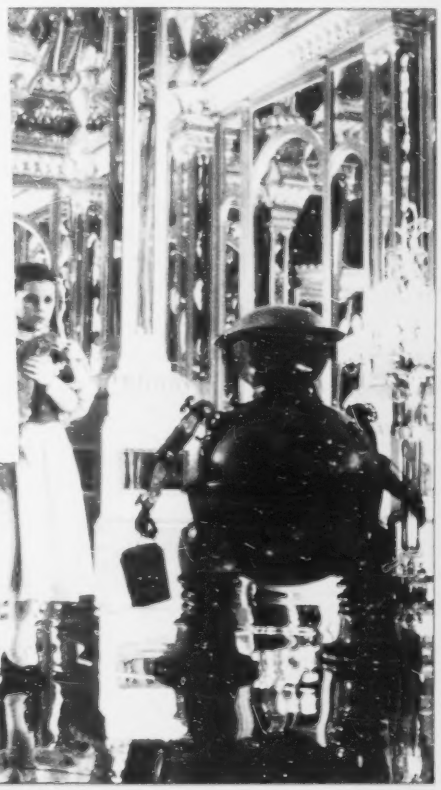
HBO PLUS OUT TO CAPTURE OLDER VIEWING AUDIENCE

M/A-COM TECHNOLOGY EMERGES AS INDUSTRY SCRAMBLING STANDARD

ENFORCEMENT OF TECHNICAL STANDARDS SHIFTED TO LOCAL LEVEL

REQUEST TV (NEE THE EXCHANGE) TO PREMIERE THIS MONTH

PPV SERVICE GUIDE: PLAYERS, PLANS & PAYOFFS



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LEADING THE WEEK

HBO Plus 11
Representatives of Home Box Office Inc. are discussing with MSOs the pay network's plans to launch a new service featuring a mixture of HBO originated programming and theatrical films aimed at subscribers in their 40s and older.

M/A-COM prevails 12
M/A-COM is emerging as the industry scrambling standard as programmers prepare to scramble their signals through M/A-COM facilities in San Diego, and the NCTA prepares to back out of the scrambling business.

Request TV 14
The cable industry's first 24-hour national pay-per-view service, formerly titled The Exchange, will premiere Nov. 28 as Request TV, initially transmitting movies via satellite to 10 systems representing about 110,000 addressable homes.

FCC goes local 14
The Federal Communications Commission voted to retain its existing cable television technical standards and shift the enforcement of those standards to the local level, but pre-empt any local technical regulations which exceed federal standards.

CAB, CTAM project 16
Almost one week after the Council for Cable Information's voted to end its industry promotion activities, a resource center housing program-specific cable service advertising for operator use is being put together by the Cabletelevision Advertising Bureau and the Cable Television Administration and Marketing Society.

Storer-KKR merger 20
Storer Communications may have to sell several of its assets in order to cover the debt it will incur as the result of a merger deal in the offing with Kohlberg Kravis Roberts & Co.

CSN expands lineup 18
Track and field, college basketball and hockey, and many hours of programming produced by Goodway Marketing will help to expand the lineup of Commerce Satellite Network.

Western Show 18
A new format for the 35 seminars and the integration of technical sessions throughout the three-day show, are two reasons why California Cable Television Association officials forecast an improved Western Show.

Senate considers coverage 18
The Rules Committee of the U.S. Senate has voted to test live television and radio coverage of Senate proceedings, but the decision is expected to face trouble in the Senate.

TOPICS

Review 23
Showtime's *Tender Is the Night* carries F. Scott Fitzgerald's themes, however the novel's passionate, turbulent characters are "becalmed on screen" according to Reviewer Robert DiMatteo.

Marketing 33
MTV Networks has unveiled a new multi-million dollar television advertising campaign that pokes fun at its critics with the new tag line "MTV. Some People Just Don't Get It."

Media Watch 34
Seen as a victory for SPACE, Tim Wirth, D-Colo., chairman of the House telecommunications subcommittee announced to satellite dish manufacturers and dealers that his subcommittee would hold hearings "early next year" on the signal scrambling controversy. Also in Media Watch, the Community Antenna Television Association has launched an "information" campaign to explain to Congress and potential backyard satellite dish owners the legal situation concerning earth terminals.

Departments

Stock Market 38
People 40
Events 41
New Products 42
Classifieds 45
Advertisers' Index 47
Cable Stats 48
Parting Words 50

Cover Story 24
While many operators will not invest in impulse technology until they can see pay-per-view as a viable source of revenue, some entrepreneurs, many programmers, feel the timing is ripe for PPV. Associate Editor Chuck Ross gives a rundown of national PPV programmers.

Cable services subscriber count

Satellite-fed national services

Basic services	Affiliates	Subscribers
ACTS Satellite Network	201	4,300,000
Arts & Entertainment (A&E)	2,100	17,300,000
Black Entertainment Television (BET)	486	10,159,585
Cable News Network (CNN)	8,236	33,960,000
CNN Headline News	2,716	16,990,000
C-SPAN	1,950	27,500,000
CBN Cable Network	5,671	29,733,000
Cinemerica Satellite Network	NA	NA
Country Music Television	300	5,400,000
The Discovery Channel	400	8,400,000
ESPN	10,857	36,500,000
External Word Television Network (EWTN)	267	4,300,000
Family Guide II Network	6	90,000
Financial News Network (FNN)	1,200	18,700,000
Home Shopping Network	524	6,200,000
The Learning Channel	675	5,400,000
Lifetime	2,600	26,000,000
Modern Satellite Network (MSN)	505	10,500,000
Music Television (MTV)	5,300	26,200,000
The Nashville Network	3,500	23,800,000
National Christian Network (NCN)	91	1,133,000
National Jewish Television (NJTV)	247	3,569,000
Nickelodeon	4,015	23,500,000
Odyssey	NA	NA
PTL The Inspirational Network	1,200	12,500,000
Satellite Program Network (SPN)	561	11,000,000
Silent Network	242	7,200,000
SIN Television Network	861	22,518,200
Trinity Broadcasting Network	109	3,432,000
USA Network	4,200	40,000,000
Video Hits One	547	7,000,000
The Weather Channel	1,780	18,200,000
WGN-TV	1,780	19,312,000
WOR-TV	1,491	5,410,000
WPIX-TV	152	1,785,000
WTBS-TV	9,063	31,800,000

Pay services		
American Extasy	6	180,000
American Movie Classics	125	260,000
Bravo	102	142,000
Cinemax	3,200	9,135,000
The Disney Channel	2,450	2,340,000
GalaVision	250	160,000
Home Box Office (HBO)	6,900	14,500,000
Home Theater Network (HTN)	400	500,000
Showtime	3,200	6,100,000
The Movie Channel	1,250	3,250,000
The Nostalgia Channel	50	175,000
The Playboy Channel	500	732,000
Private Ticket	1	NA

Audio services		
Cable Radio Network	34	3,400,000
Lifestyle	130	2,566,367
Moody Bible Institute	53	675,029
Satellite Jazz Network	14	828,000
Satellite Radio Network	50	403,000
Star Ship Stereo Inc.	75	1,375,919
Studioline	NA	NA
WFMT Chicago	154	1,013,000

Text services		
AP News Cable	325	4,300,000
AP News Plus	30	700,000
Cable Sportstracker	5	272,000
Dow Jones Cable News	173	2,450,000
Electronic Program Guide (EPG)	255	4,840,000
EPG Jr.	NA	NA
Genesis Cable Storytime	24	686,000
Reuters News View	325	4,250,000
TV Decisions	106	2,826,401
UPI Data Cable	450	4,000,000
X-Press	NA	NA

Non-satellite-fed national services

Bicycled services	Affiliates	Subscribers
Eye Network	6	4,631
Nippon Golden Network	7	8,400
Vector Consumer News	12	325,000
Vector Consumer Shopping Guide	15	407,000

Regional entertainment services

Basic services	Affiliates	Subscribers
Atlanta Interfaith	7	150,000
Bay Area Religious Channel (BARC)	8	113,400
Buffalo Sabres Hockey	8	450,000
The Ecumenical Channel	16	348,000
KTVT	37	1,272,000
Life Newsvision	24	46,000
Madison Square Garden	57	1,400,000
Meadows Racing Network	14	440,000
MetroChannel	2	347,000
Newsday Cable	2	240,000
Texas Cable Network	15	900,000

Pay services		
Dodgervision	30	NA
Home Sports Entertainment - Houston Dallas	80	375,000
Home Team Sports	60	750,000
New England Sports Network	72	63,279
PRISM Philadelphia	87	380,000
Pro Am Sports	91	160,000
SportsChannel New England	68	93,000
SportsChannel New York	32	425,000
SportsVision Chicago	20	167,000
Z Channel	21	90,000

Announced services

Regional services	Expected Launch
Prime Ticket Network	10-85

Satellite-fed services	
ABC pay-per-view service	1st Quarter 1986
Apollo Entertainment Television	TBA
The Book Channel	1st Quarter 1986
The BuenaVision Channel	TBA
Cabletix	TBA
C.O.M.B. Value Network	1st Quarter 1986
The Choice Channel	11-85
Discovery Computer Network	4th Quarter 1985
Discovery Financial Network	4th Quarter 1985
Discovery Music Network	4th Quarter 1985
El Canal Musical	4th Quarter 1985
Ethnic Radio Networks	TBA
The Exchange	4th Quarter 1985
International Business Network	4th Quarter 1985
Magicable	TBA
Movie Time	1-86
Peoples' Choice	4th Quarter 1985
Satellite Concert Network	TBA
Showtime TMC Pay-Per-View Network	TBA
Softcast National Digital Network	10-85
Telstar Pay-Per-View Service	TBA

Note: Figures for affiliate and subscriber counts will be updated quarterly unless information is provided by the service. Send information to: CableVision, Attention Cable Stats, P.O. Box 5208-T.A., Denver, CO 80217.
NA denotes not available.
TBA denotes to be announced.

* Total SIN reach (Spanish-speaking households 3,114,300)
Source: Subscriber and affiliate counts are provided by the program service for international Thomson Communications Inc.

National cable advertising

This chart lists national advertisers on the basic cable networks. Some listings are partial.

A&E
Ajay Enterprises (R)
American National Cellular (R)
Antique Magazine (N)
Architectural Digest (R)
Armour-Dial (R)
AT&T Communications-Residential (R)
AT&T Corp. (R)
Australian Tourism (R)
Avis (R)
BMW (R)
Baldwin Pianos (R)
Blue Diamond Almonds (N)
Bolla Wines (R)
British Airways (R)
Buick (R)
Campbell Soup (R)
Celestial Seasonings (N)
Commodore Computers (R)
Dannon (R)
Dean Witter (R)
Delco (R)
Dell Publishing (R)
Exxon (R)
Ford (R)
Franklin Mint (N)
GTE (R)
G. Martin Textiles (N)
General Motors (R)
General Mills (R)
Hitachi (R)
Home Box Office (R)
Hong Kong Tourism (N)
Hormel/Dinty Moore (R)
IBM (R)
Intel Cable (R)
KLM Royal Dutch Airlines (R)
Kodak (R)
Life Magazine (R)
Maxell (R)
Meier Wines (N)
Merrill Lynch (R)
Mitsubishi (R)
The Movie Channel (R)
NVC (R)
National Audobon Society (R)
Natural History Magazine (R)
NCR Computers (R)
New Yorker Magazine (R)
Nissan Motors (R)
Paquet French Cruises (N)
Paul Masson (R)
Pfizer Pharmaceuticals (R)
Prudential-Bache (R)
Ralston Purina (R)
Royal Viking Cruises (N)
Schwepps (N)
Sara Lee (R)
Shearson Lehman (R)
Showtime (R)
Singer (R)
Simth-Corona (R)
Smithsonian Magazine (R)
State of California (N)
Tenneco (R)
Time Inc. (R)
Tom Hopkins (N)
Thailand Tourism (R)
Twentieth Century-Fox (R)
Ungaro (N)
United Nations Plaza (R)
Universal Studios (R)
Visa (R)
Volvo (R)
Wyndham Hill Records (N)
Zenith (R)
Zion First National Bank (R)

BET
Ajay Enterprises (R)
Adolph Coors (R)
Anheuser-Busch (R)
CBS Records (R)
Campbell's Soup (R)
Carson Products (R)
Coca-Cola (R)
Eastman Kodak (R)
Ford (R)
HBO (R)
Hershey (R)
J.C. Penney (R)
Johnson & Johnson (R)
KFC Corp. (R)
Kraft (R)
M&M Products Co. (R)
McDonald's (R)
Mobil Oil (R)
Nike (R)
Pepsi-Cola (R)
Pro Care (R)
Pro-line (R)
Proctor & Gamble (R)
Quaker Oats (R)
Sears Roebuck & Co. (R)
Soft Sheen Products (R)
Thompson Medical (R)
U.S. Army (R)
U.S. Marine Corps (R)
U.S. Postal Service (R)
Venus De Milo (R)
Warner Bros. (R)
Warner Lambert (R)
Wendy's International Inc. (R)
William Wrigley, Jr. (R)

C-SPAN*
Centel (R)
DuPont (R)
Eastern Airlines (R)
Gannett (R)
General Instrument (R)
GM (R)
M/A-COM (R)
McDonnell Douglas (R)
Merrill Lynch (R)
Time (R)
Times Fiber (R)

ESPN
Avis (R)
Blistex (R)
Campbell Soup (R)
Casio (R)
Chevrolet (R)
Combe (R)
Conwood (R)
Cooper Tools (R)
Dodge (R)
Emerson Radio Corp. (R)
Esquire Magazine (R)
Formby's (R)
GMAC (R)
Homelite (R)
Honda (R)
IBM (R)
Manhattan Industries (R)
Paine Webber (R)
Qantas Airlines (R)
Ryder Trucks (R)
Sears (R)
Sentry Hardware (R)
Sports Shack (N)
Trustworthy Hardware (R)
Twentieth Century-Fox (N)
United Parcel Service (R)
U.S. Navy (R)
Wahl Clipper (N)

FNN
Allstate (N)
Avis (R)
AT&T (R)
Best Western (N)
Charles Schwab (R)
Chicago Board of Trade (N)
Chrysler (R)
Commodore Computers (N)
Dow Jones (R)
Ford Corp. (R)
GMAC (R)
GM Corp. (R)
The Hartford Insurance (N)
Hayes Corp. (R)
Hong Kong Tourist Bureau (R)
InterNorth (R)
Intex (N)
ITT (R)
Kansas City Board of Trade (R)
Merrill Lynch (R)
Nynex (R)
United Airlines (R)
USA Today (N)
Wall Street Journal (R)
Xerox (R)
Zion Banking (R)

The Learning Channel
American National Cellular (R)
Barron's (R)
Charles Schwab (R)
Investor's Daily (R)
Smithsonian Magazine (R)
Standard & Poor's (R)
Time & Life (R)
Working Woman Magazine (R)

Modern Satellite Network
American Motors (R)
Anheuser-Busch (R)
California Raisin Advisory Board (R)
Federal Reserve Board (R)
Hawaii Visitors Bureau (R)
International Paper (R)
Korean National Tourist Commission (R)
Mercedes-Benz of North America (R)
Pacific Area Travel Association (R)
Philip Morris Inc. (R)
Steelcase (R)
Tobacco Institute (R)
United Airlines (R)
Upjohn (R)
U.S. Army Corps of Engineers (R)

R denotes renewal client
N denotes new client
*Listing is comprised of both advertisers and program underwriters
**New and renewal information not available.
Source: Advertising clients are provided by the programs services to International Thomson Communications Inc.